



**MINUTES OF THE MEETING OF THE
BOARD OF MANAGEMENT (THE “BOARD”)
OF THE WELLAND DOWNTOWN BUSINESS IMPROVEMENT AREA (THE
“CORPORATION”) OF THE CITY OF WELLAND (THE “CITY”)
Held on Monday February 6th, 7:00pm
Virtual Meeting**

Board Members Present: K. Jones, H. Treddenick, J. D’Hulster, A. Chistoff, B. Herchmer, J. Takeo, D. Alexander, Councillor S. Setaram, Councillor G. Speck, C. Dutcher, A. Adams, L. Robichaud

Board Member Regrets: None

Guests: Dolores Bujold-Wright

Executive Director: A. Higginbotham

Recording Secretary: H. Treddenick

1. WELCOME- CALL TO ORDER

The chair K. Jones called the meeting to order at 7:03pm

Land Acknowledgment Statement

2. ACCEPTANCE OF AGENDA

Motion: D. Alexander

Second: A. Chistoff

Carried

3. DECLARATION OF CONFLICT

None

4. APPROVAL OF MINUTES

J. Takeo noted spelling:

“Santa Clause” should not have an “e.”

Motion: A. Chistoff

Second: D. Alexander

Carried

5. SPECIAL PRESENTATION

Presentation by Dolores Bujold-Wright, former BIA chair & current WDBIA member regarding Canada Day & Reconnecting members in Downtown

Suggestions included:

- Noted “silo” mentality of businesses resulting from Covid
- Suggestion to establish a new committee to focus on engagement?
- add themes to the calendar based on holidays? Easter, Remembrance Day, Valentines Day etc. Suggests this over the next 2 years.
 - Who pays for this engagement? Financial prizes?
- Open Houses/ showcases based on themes (balloons, social, newsletters)
 - Fun activities to acknowledge downtown businesses. Oldest business, Anniversaries, Newest business etc.
 - Have the same sign that would carry to each showcase/ congratulations banner

6. REPORT OF THE CHAIR

- Welcome and introduction of new board members
 - J. Takeo
 - Councillor S. Setaram
 - Councillor G. Speck

7. EXECUTIVE DIRECTOR REPORT

- Reviewed the process of calendar invites for the new members, minute and agendas appear in the invites
 - Agendas and approved minutes appear on the COW and WDBIA website available for public review
- Presented the survey results from late 2022.
 - Low participation from members
- Welland Transportation Master Plan
 - Provided feedback based on membership complaints and feedback
 - More information is on the COW website.
 - Staff Encourages all to offer feedback.
- Construction Projects
 - Some businesses were not notified on the sidewalk work being undertaken on Division Street in the Fall. WDBIA received many complaints.
 - A. Higginbotham has set up quarterly meetings with city staff to stay informed and share communication
- Digital Main Street
 - The portal is now open. Board encouraged to share info.

Community Watch Update

- Opening of the new shelter and its implication on the surrounding area were discussed
 - Councillor Setaram encouraged businesses to reflect on what the impacts of this shelter has been. Reminded us that emergency shelters are not a permanent solution, and encouraged that the information about people sleeping on the streets, etc. gathered from businesses is important.
 - D. Alexander had a conversation about engaging regional assets and resources and asked if this can again be highlighted in conversation
- Update on Code of conduct and other policy documents
 - Discussion on 8 year term for board members
 - Asking for a motion to put the 8 year term max to be put into the constitution

Motion: D. Alexander made the motion – “to impose an 8-year term cap on Board members tenure with the WDBIA”

Second: G. Speck

- Discussion
 - Councillor Speck clarified that it will become official once in the constitution. Not seeing this is a red flag to council to support good governance
 - B. Herchmer questioned if it is necessary to have in the constitution, and do we have the authority to change this
 - L. Robichaud asked what happens if the long term members are forced to leave the board, what happens if there are not enough members
 - Many questions were asked around this topic. The board requested for A. Higginbotham to gather more clarification from other BIAs.

Motion: Councillor Setaram – “defer motion until more info can be received”

Second: J. Takeo

Carried

Motion was differed pending further retention of information and a Governance meeting

8. FINANCE A. Chistoff

- Now sharing reports in the calendar invites
- Reviewing December reports:

Motion to accept the December reports: A. Chistoff

Second: J. Takeo

Carried

9. BEAUTIFICATION L. Robichaud

- Discussed damaged planters- one by the snowplows, a few by an individual. Charges were not laid.
 - Twelve were fixed, ½ had the lights stolen.
 - Planters got damaged by the snowstorm as well
- B. Herchmer asked when Christmas decor will be removed- end of this month
- Some of the wreaths purchased last year were damaged, new ones were purchased and placed in a more safe position
- B. Herchmer notes the plywood was removed from the old post office
- J. Takeo asked if there was input from the WDBIA regarding the new parkette at King and Main. There is meant to be an arts component implemented in the spring

10. MARKETING AND EVENTS K. Jones

- ED will have a meeting with city staff to discuss the potential for WDBIA to participate in COC 2023. AN update will be provided at alter date.

11. BUSINESS ARISING- 2022 Audit to start in early March

12. NEW BUSINESS-NIL

13. WHITE SPACE

- a. D. Alexander talked about snow removal for private businesses. Is there a willingness to share a contract. Board members to explore interest and options.

14. Adjourned 8:59pm

Motion to adjourn: L. Robichaud

Second: J. Takeo

Carried